



**MAKING EVERY
CONTACT COUNT**



**KEEPING
YOU SAFE**
AT CARDIFF CITY



SAFEGUARDING STRATEGY

2024 - 2027

MISSION STATEMENT

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Cardiff City Football Club is firmly committed to ensuring the safety and well-being of all the individuals and communities with whom we engage, and therefore our aim is for the golden thread of safeguarding to run through every element of the club's work. This document sets out our vision, core principles and strategic direction for safeguarding across all areas of the Club. It is our mission to **make every contact count**.

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Ken Choo

Chief Executive Officer and Senior Safeguarding Lead





OUR VISION

To offer an enjoyable experience and create inclusive and welcoming environments where children and adults at risk are safe, valued and respected.

We will do this through 'strong leadership' that will focus on:



Participant 'safety'



Prioritising a 'positive experience'



Measuring the 'effectiveness' of our safeguarding approach

These elements work cooperatively with the English Football League (EFL) Safeguarding Standards.



OUR VISION





SAFEGUARDING STANDARDS

Standard 1 - Leadership, governance and culture

Safeguarding is embedded in organisational leadership, governance and culture.

Standard 6 – Working together

Working together underpins the Club's approach to promoting and protecting the rights, safety and wellbeing of children and adults at risk.

Standard 3 – Prevention; policies, procedures and practice

There are robust safeguarding and related policies and procedures in place to promote and protect the rights, safety and wellbeing of children and adults at risk.

Standard 5 – Protection

There are effective measures in place for responding to safeguarding concerns and allegations.



Standard 2 - Roles and responsibilities

While the Club's Board is ultimately responsible for ensuring that there are effective safeguarding measures in place, there is a clear expectation that safeguarding is everyone's responsibility.

Standard 4 – Educating and empowering

Everyone is trained and empowered to fulfil their safeguarding responsibilities, to access support and report concerns.

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Standard 7 – Listening culture

There is a culture that promotes listening to and acting on the experiences and views of stakeholders to drive continual improvement.

STRATEGIC OBJECTIVES

To demonstrate **'strong leadership'** that will focus on:

- Participant **'safety'**
- Prioritising a **'positive experience'**
- Measuring the **'effectiveness'** of our safeguarding approach

This will allow the Club to meet all the requirements of the English Football League (EFL) Safeguarding Standards



Leadership

- Safeguarding is a regular Club Board and departmental meeting agenda item.
- There are effective lines of communication between the Board and staff who hold specific operational responsibility for safeguarding to promote accountability and continuous improvement.
- The Club safeguarding provision is appropriately resourced.
- Safeguarding principles are incorporated across all elements of operational business.
- The Club supports national safeguarding campaigns e.g. Play Safe, Safer Internet Day and Anti-Bullying Week
- We have a multidisciplinary approach to promoting and protecting the safety, welfare and wellbeing of children and adults at risk.
- Working together underpins the work undertaken to promote and protect the safety and welfare of children and adults at risk.
- Safeguarding is actively promoted and embedded within all partnerships and commissioned services.



Safety

- Safer recruitment policies and procedures are consistently implemented and recruiting managers demonstrate confidence and awareness of the Club's Safer Recruitment Policies, procedures, and expectations.
- We have accessible policies for all with 'easy read' and 'child friendly' versions available.
- Club values and expected standards of behaviour are in place for all staff, children, adults at risk, their parents/ carers and activity spectators.
- The identification and mitigation of safeguarding risk is incorporated into effective risk assessment processes at all levels.
- Safeguarding and wellbeing concerns are promptly recorded and actioned. All processes are regularly reviewed.
- We will develop a safeguarding network across the Club to ensure safeguarding is championed across the organisation.
- The Club encourages and embeds a culture of vigilance where people feel able to report concerns without fear of reprisal. All low-level concerns are recorded and monitored.

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Effectiveness



- Everyone at the Club champions attitudes, behaviours and practices that respect the rights of all children and adults at risk and promotes their safety and welfare.
- Safeguarding support and education needs are identified and provided to ensure the development of professional attitudes and behaviours in line with our Club values.
- There is a clear expectation that safeguarding should be considered by everyone. Policies, procedures, and education make it clear that safeguarding is everyone's responsibility.
- We develop and maintain a safeguarding workforce development plan to enable strategic oversight.
- Everyone connected to the Club is empowered and educated about their rights and contributes to the wider Safeguarding culture.
- We ensure that everyone has the safeguarding knowledge and demonstrates high levels of awareness and understanding of their own responsibilities and the Club's policies, procedural and practice requirements.
- To develop the Keep Safe brand across Club to increase awareness and confidence.
- The Club utilises surveys and questionnaires to obtain feedback with the use of technology at the forefront.



Positive Experience

- We encourage a culture that promotes listening & respecting views & wishes.
- We proactively seek feedback from stakeholders on a regular basis to strengthen our safeguarding arrangements.
- We will use feedback to support and enhance our policies and practices.
- We have a supportive internal response to the raising of concerns, complaints, and whistleblowing.
- The club facilitates proactive ways for children and adults at risk to express their views, participate in decision-making and raise concerns.
- There are established online and offline measures used to consult children and adults at risk.
- Children and adults at risk are comfortable participating in decision-making and communicating their views and concerns.
- There is demonstrable evidence of how feedback is used to develop and/or enhance safeguarding policies, practices as well as child and adult at risk experiences



	Date:	Name:	Signature:
Version 2.0 Approved by:	September 2024	Ken Choo Senior Safeguarding Lead	
	September 2024	Rob Cronick Head of Safeguarding	



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